

PGL Beyond Job Description



Job Title: Key Account Manager

Reporting to: Senior Sales Manager - Strategic Partnerships

Main purpose of the role

The Key Account Manager is responsible for ensuring that their team nurture and grow relationships with customers from strategic accounts, ensuring their needs are met while driving revenue growth for the business.

As part of PGL Beyond, you'll help us build compelling experiences, evidence and influence that helps us to attract, retain and make a real difference to more young people's lives each year. Our incredible team has always been the secret to our success. Our people are our future, and we take great pride in matching your hard work with a commitment to looking after you and your career.

Responsibilities

Customer Relationship Management

- Lead a team of Key Account Executives to develop and maintain strong relationships with strategic accounts.
- Ensure that the Key Account Executives are working to understand their customer's needs, objectives and challenges to provide tailored solutions that drive satisfaction and retention.

Key Account Management

- Oversee the retention strategies executed by Key Account executives, ensuring strong relationships with existing customers and maximising customer lifetime value.
- In collaboration with Key Account Managers, conduct regular reviews of account performance, fostering proactive solutions to address client needs and challenges.

Business Development

- Identify opportunities for growth within strategic accounts, including upselling and cross-selling additional products or services.

Strategic Planning

- In conjunction with Senior Sales Manager - Strategic Partnerships, create and implement account plans that align with customer goals and business objectives, ensuring a clear roadmap for success.
- Monitor customer account performance and adjust strategies as necessary to deliver the desired outcome.

Collaboration with Internal Stakeholders

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- Work closely with marketing, wider sales teams (across PGL Beyond), product development and customer service teams to ensure alignment to delivering value to the key accounts
- Share customer feedback to internal stakeholders to advocate for customer needs.

Sales Performance Management

- Track key performance indicators (KPI's) to monitor and analyse sales performance metrics to ensure targets are met or exceeded.
- Adjust strategies and tactics to achieve growth in key account performance and respond to market changes.

Team Management and Development

- Lead, mentor and coach key account executives to enhance their performance to achieve sales targets.
- Establish clear performance metrics and KPI's for team members, ensuring accountability and driving results
- Identify training needs for key account executives and facilitate professional development opportunities to enhance skills and capabilities.
- Stay updated on industry trends, sales techniques, and product knowledge to effectively lead the team.

Performance Analysis Vs Budget (and reforecast)

- Monitor sales performance metrics and report on progress, adjusting strategies as necessary to achieve targets.
- Utilise CRM tools and data analytics to track sales pipelines and identify areas for improvement.

Market Analysis and Customer Insights

- Share with marketing and product development trends, customer needs, and competitive landscape.
- Supporting these functions to design and identify new growth opportunities.

Customer Support

- Ensure that the key account executives provide expert knowledge to customers on products and share recommendations on what would suit their required goals/outcomes
- Ensure that the key account executives address customer enquires promptly, ensuring a high level of customer service is maintained

Additional responsibilities

- Support business aims and objectives by participating in emergency and duty officer procedures, assisting sales and operations teams, engaging in temporary projects, and traveling for customer experience insights.

Person Specification

Education, Experience & Achievements	Essential	Desirable
Education:		
Batchelors degree in Business, Marketing or a related field		✓
Experience:		

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Teamwork



Quality



Safety



Respect



Inclusivity



Fun

Minimum of 5-7 years' experience in account management, business development or sales, preferably in a B2b environment	✓	
Proven track record of successfully leading teams and driving profitable growth	✓	
Demonstrated success in developing and implementing sales strategies that align with organisational goals and objectives to deliver key account growth	✓	
Achievements:		
Consistently exceeding sales & revenue targets, building long-term customer relationships, and demonstrating strong leadership and strategic planning abilities.	✓	
Led a sales team that consistently achieved sales targets over time and drove sales of new products or services, resulting in market expansion and customer engagement.	✓	
Developed and implemented pricing strategies that increased profitability whilst maintaining competitive positioning in the market.	✓	
Implemented a customer relationship management (CRM) system that improved sales tracking, customer satisfaction metrics and lead conversion levels	✓	
Successfully developed and implemented account strategies to drive revenue growth and improve customer satisfaction. Built strong relationships with key stakeholders that led to contract renewals and expanded business opportunities	✓	

Skills & Knowledge	Essential	Desirable
Sales Strategy Development: Proficient in creating and executing comprehensive sales strategies that drive growth and align with business objectives.	✓	
Leadership and Team Management: Proven ability to lead, inspire, and motivate sales teams, fostering a high-performance culture that drives results.	✓	
Customer Focus: Deep understanding of customer needs and preferences, with the ability to develop tailored solutions that enhance satisfaction and loyalty.	✓	
Negotiation Skills - Strong negotiation capabilities to secure advantageous deals and partnerships while maintaining positive relationships.	✓	
Financial Acumen: Knowledge of budgeting, forecasting, and financial analysis to ensure effective resource allocation and sales performance management.	✓	
Communication Skills: ability to build rapport and trust with customers	✓	
Innovation and Adaptability: Ability to think creatively and adapt strategies in response to changing market conditions and customer expectations.	✓	
Technology Proficiency: Familiarity with CRM software, sales analytics tools, and other technology platforms that enhance sales operations and reporting.	✓	

Personal Attributes	Essential	Desirable
Results-Driven	✓	
Integrity	✓	
Positive Attitude	✓	
Strong Communicator	✓	
Proactive	✓	

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Collaborative	✓	
Adaptable	✓	
Curious and Inquisitive	✓	
Empathetic	✓	
Influential	✓	
Resilient	✓	
Ethical and Trustworthy	✓	
Positive Curiosity	✓	
Attention to detail	✓	

Additional information

Environmental & Social Governance (ESG)

You are required to support and champion our Better Beyond Adventure Environmental Social Governance strategy whilst supporting our B Corp certification.

This requires personal, departmental and company-wide level support through ongoing engagement in discussions, delivery and decision-making around ESG, upholding company and department ESG goals and targets, and managing your team of ESG allies in a way that fosters a culture passionate about people and the planet.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to understand how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be supporting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people, and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern. You have a duty to report any safeguarding concerns via the appropriate channels throughout your employment with PGL Beyond.

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Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs, and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL Beyond apart for both our guests and colleagues.

‘Lend a Hand’

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don’t usually work alongside in a job role other than our own, whilst also providing valuable support to our centres at times when they need it the most.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on **20/05/2025**.